

# **CALIFORNIA CHILDREN AND FAMILIES COMMISSION**

## **AUGUST 2001 COMMISSION MEETING**

### **LOS ANGELES, CA**

**August 16, 2001**

### **HIGHLIGHTS**

- The Commission approved an amendment to the Proposition 10 statute to authorize the Commission to also be known as the "California Children and Families Partnership" for purposes of mass media communication and public education materials only.
- A tentative date and location of September 25 in Los Angeles was announced for the launch of the new media campaign and the Kit for New Parents:
- - o The new media campaign will focus on parenting and nurturing children to enhance their early learning and readiness for school, and on expectant mothers' exposure to tobacco smoke and its effect on unborn and young children.
  - o The Kit for New Parents will be provided to every new mother regardless of income. The Kit contains five videos, 13 brochures relating from safety issues to nutrition, a parents' guide to local services and supports, and a first book to read to a young child.
- The "Request for Funds" for participation in the first phase of the School Readiness Initiative was released to county commissions on August 1, 2001. Three informational sessions have since been convened throughout the state and another Sacramento session will be held within the next month.